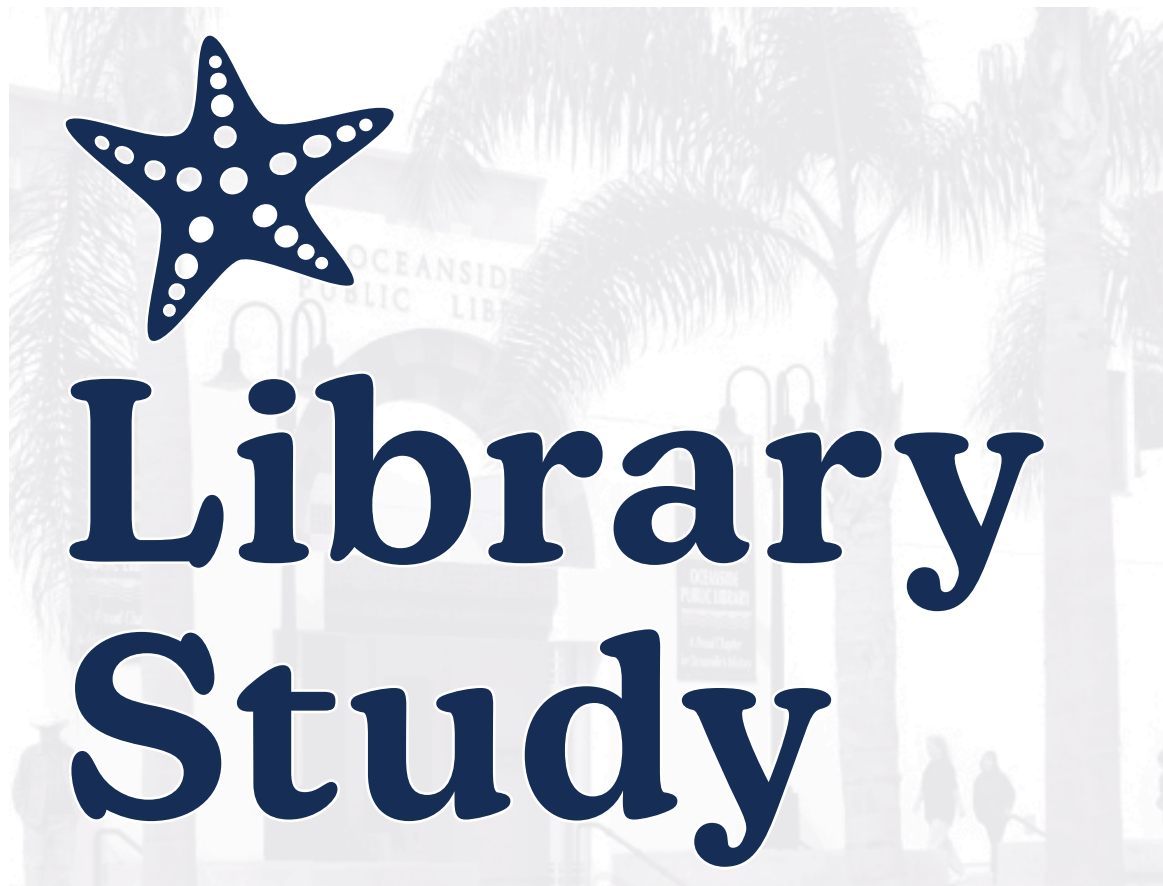
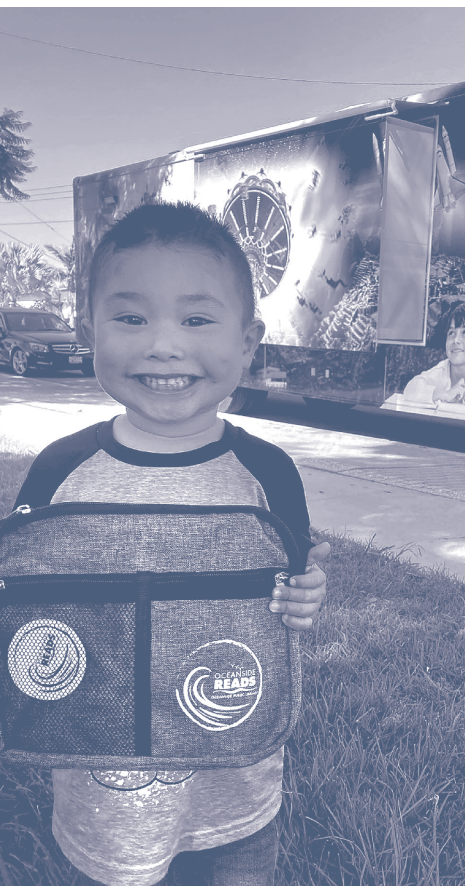
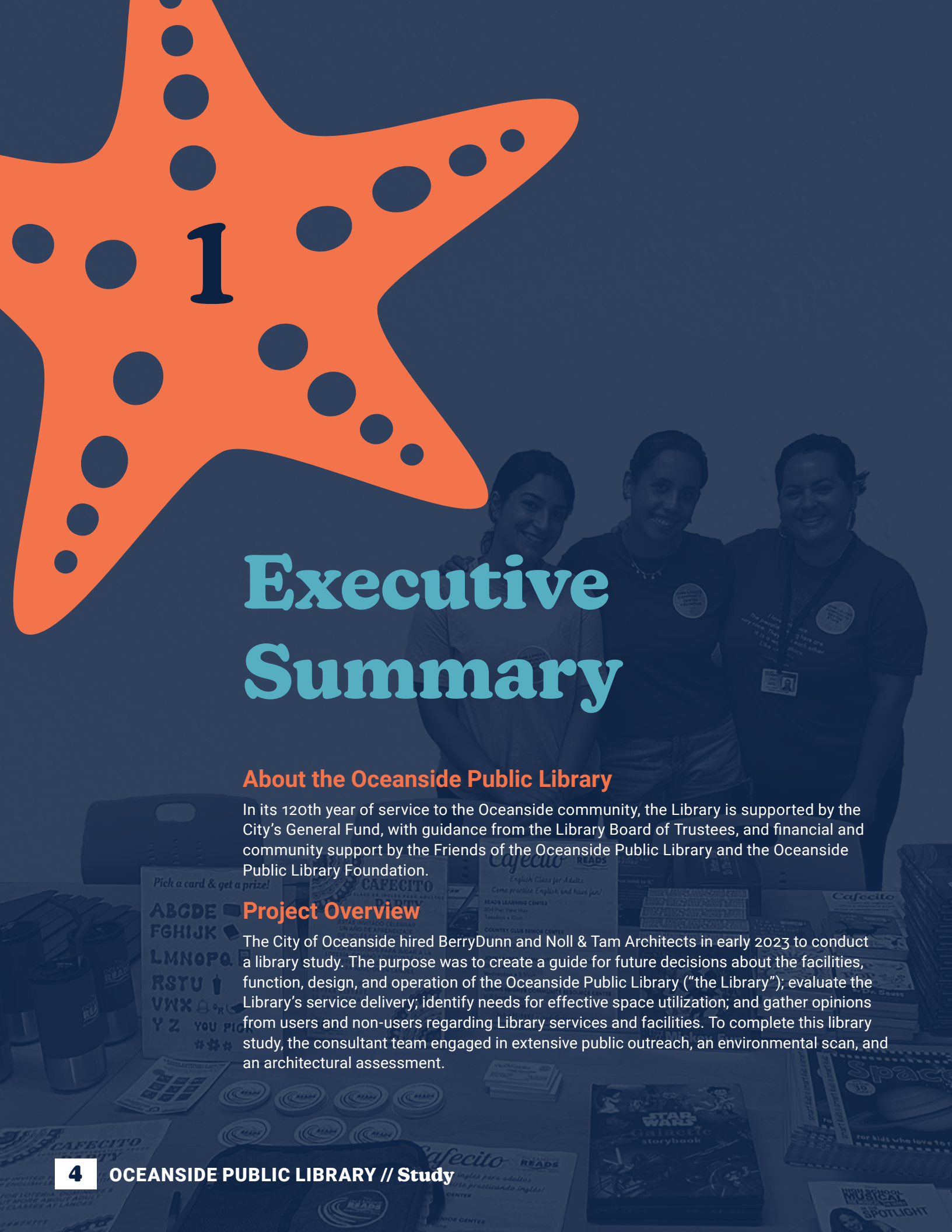






1

Executive Summary

About the Oceanside Public Library

In its 120th year of service to the Oceanside community, the Library is supported by the City's General Fund, with guidance from the Library Board of Trustees, and financial and community support by the Friends of the Oceanside Public Library and the Oceanside Public Library Foundation.

Project Overview

The City of Oceanside hired BerryDunn and Noll & Tam Architects in early 2023 to conduct a library study. The purpose was to create a guide for future decisions about the facilities, function, design, and operation of the Oceanside Public Library ("the Library"); evaluate the Library's service delivery; identify needs for effective space utilization; and gather opinions from users and non-users regarding Library services and facilities. To complete this library study, the consultant team engaged in extensive public outreach, an environmental scan, and an architectural assessment.

Between April and June 2023, Noll & Tam performed an architectural assessment across all Library locations. The focus of their assessment was to examine the current usage of facilities and identify functional challenges that might hinder an optimal customer experience.

In addition to the Architectural Assessment, the consultant team also conducted an environmental scan that examined Oceanside's demographics, offered drive-time analyses, and made peer library comparisons.

During the same time period as the Architectural Assessment, an extensive public outreach program was conducted to actively involve the community in shaping the future of Library services. This multi-faceted outreach effort included 14 key informant interviews, 348 online and paper community survey responses, six focus groups, and 180 written comments and data points from passive information gathering, providing valuable insights into public expectations and preferences. The input collected from all three areas of focus of this library study contributed to several operational and capital recommendations to consider.

Community and Staff Engagement

To create an understanding of the needs and perspectives of the Oceanside community related to Library services, a robust outreach strategy was designed to reach both Library users and non-users within the community, employing a multi-faceted approach. **Key elements of this process included one-on-one key-informant interviews with residents, community partners, and staff; focus groups targeting specific populations; passive information gathering methods such as comment cards and visioning boards; and a dedicated project website hosted on Social Pinpoint that provided a survey and an idea board.**

This inclusive engagement yielded a wealth of valuable insights. The feedback gathered serves as a vital foundation for aligning the Library's services and programs with the unique needs and aspirations of the Oceanside community.



The Community Engagement findings for the Library reveal several positive aspects and opportunities for growth and improvement. **Key strengths for the Library revealed from engagement include strong community partnerships, adaptive approaches services, and serving to the diverse needs of the community.** Opportunities for growth include continuing to diversify programs and events and enhancing digital and physical accessibility.

Environmental Scan

The Environmental Scan and Findings section serves as a critical tool to understand the unique aspects and dynamics of the community it serves. The scan analyzes the makeup of the Oceanside community, including demographics, and compares the Library's operational statistics with peer libraries to gauge service expectations. While these metrics do not dictate policy decisions, they provide valuable insights for operational and facility discussions, serving as a starting point to understand and meet the community's needs.

The scan reveals several positive aspects of the Library. Peer comparisons show that the Library excels in program numbers, attendance, internet terminal use, and volunteer hours, indicating strong community engagement and support. These positives suggest that the Library is well-integrated into the community fabric.



"I love the staff. They are caring and compassionate. I love the events they have in the community and I also love how they are teaming up with other local community members. They are very supportive. Nice energy."

Mission Branch Library

The Mission Branch Library reaches a substantial portion of the City's population, with 32,795 residents within a 5-minute drive and 132,838 within a 10-minute drive. The area's median age closely aligns with the City's median of 37.4 years, suggesting a balanced mix of age groups. The average household size near the Library is slightly lower than Oceanside's average, and median household incomes are somewhat below the City's median. Additionally, the area has a higher poverty rate compared to the City average, highlighting the need for tailored Library services to cater to a diverse and economically varied population.

Drive time analysis - Mission Branch Library			
	City	5 Minutes	10 Minutes
Total Population	174,615	32,795	132,838
Median Age	37.4	37.3	35.9
Average Household Size	2.8	2.73	2.77
Medium Household Income	\$84,372	\$72,530	\$82,999
Households Below Poverty Level	8.38%	11.30%	9.38%

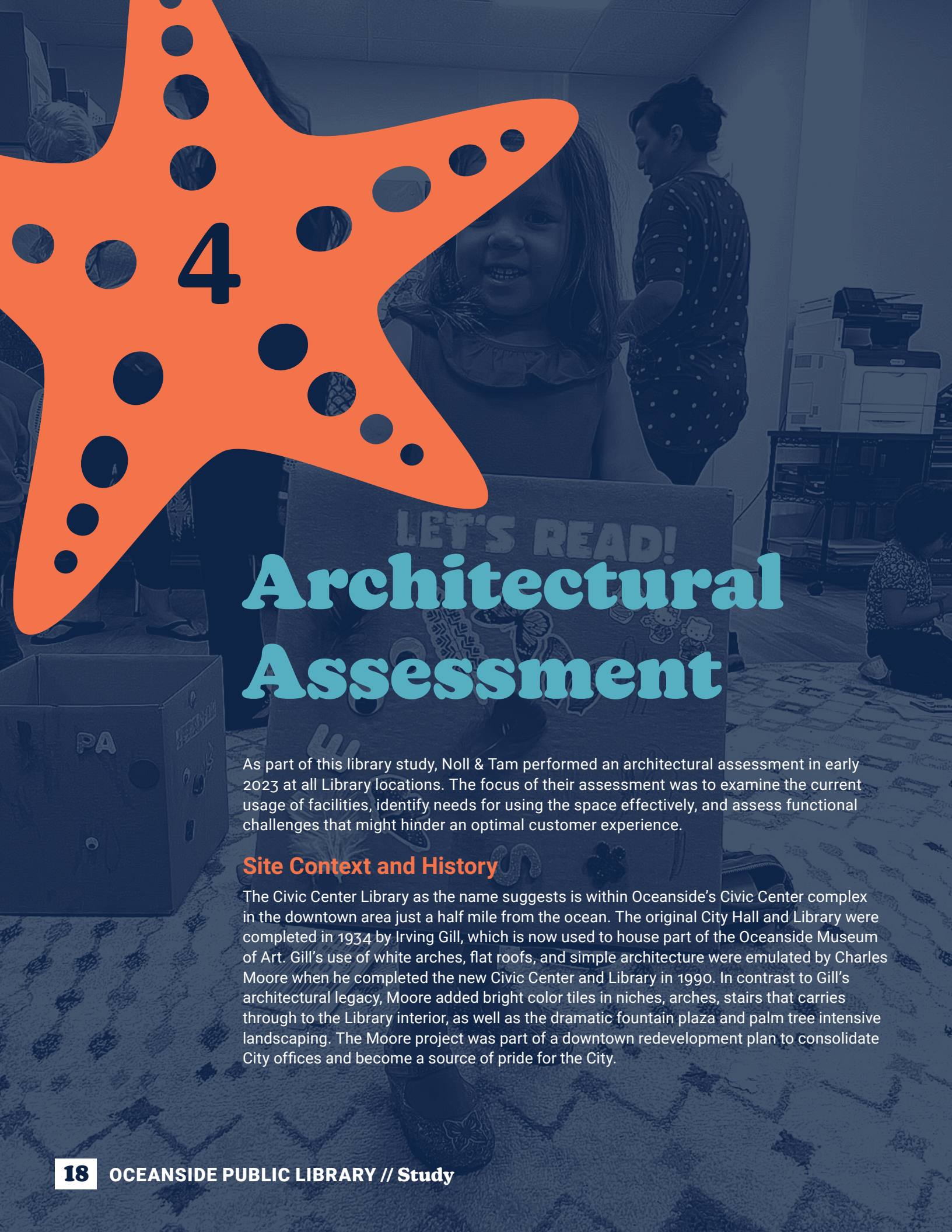
Table 3 – Mission Branch Drive-time Analysis Metrics

John Landes Community Center Library

The John Landes Community Center Library serves an extensive area, with its 5- and 10-minute drive regions encompassing far more than the City's population. The area has a younger median age (35.7 and 36.5) compared to Oceanside's 37.4. Households are about the same size, and median incomes are higher than the City's average, and those with a 10-minute drive have a higher poverty rate (9.16%). These demographics suggest the Library could focus on services for younger populations and support for economically disadvantaged residents.

John Landes Community Center Library			
	City	5 Minutes	10 Minutes
Total Population	174,615	170,545	375,912
Median Age	37.4	35.7	36.5
Average Household Size	2.8	2.83	2.8
Medium Household Income	\$84,372	\$87,056	\$85,685
Households Below Poverty Level	8.38%	8.21%	9.16%

Table 4 – John Landes Community Center Drive-time Analysis Metrics



4

Architectural Assessment

As part of this library study, Noll & Tam performed an architectural assessment in early 2023 at all Library locations. The focus of their assessment was to examine the current usage of facilities, identify needs for using the space effectively, and assess functional challenges that might hinder an optimal customer experience.

Site Context and History

The Civic Center Library as the name suggests is within Oceanside's Civic Center complex in the downtown area just a half mile from the ocean. The original City Hall and Library were completed in 1934 by Irving Gill, which is now used to house part of the Oceanside Museum of Art. Gill's use of white arches, flat roofs, and simple architecture were emulated by Charles Moore when he completed the new Civic Center and Library in 1990. In contrast to Gill's architectural legacy, Moore added bright color tiles in niches, arches, stairs that carries through to the Library interior, as well as the dramatic fountain plaza and palm tree intensive landscaping. The Moore project was part of a downtown redevelopment plan to consolidate City offices and become a source of pride for the City.

The Library includes a large atrium, public spaces on two floors, administration offices, and a large community room with exterior access to a courtyard. The ground floor is largely comprised of Children's and Teen areas, staff work areas, the Community Room and courtyard. The second floor is primarily Adult Area with Library administration offices.

The facility underwent renovations in 2011 that included new group study rooms, Early Learners area, art rails, a service desk, the Children's Mural in the story time area, etc. In 2016, the carpet was replaced, and new shelving systems brought in with some mismatched shelving in Teens that was salvaged from Border's Bookstore closing.

Civic Center Architectural Observations

Overall Exterior

Charles Moore's Oceanside Civic Center makes a civic statement with its Irving Gill-inspired buildings surrounding a distinguishable plaza and well-maintained fountain that is a signature and distinctive architectural feature. However, unless the viewer is standing in the plaza, the Library and its entrance are less visible from the prominent North Coast Highway and the major street intersections. The tower and arcade marking the Library entry is difficult to see from the street and sidewalk when walking southbound or if unfamiliar with this Library location.

Entrance and Main Lobby

Upon entering the facility, there is a double height vestibule with an internal book return to one side, a security guard often standing on the other, and RFID gates ahead. Once the patron enters the main lobby, the customer service desk is clearly situated within a large, natural light-filled atrium. The desk is oversized by modern standards, but is oriented toward the front door, staffed, clear as the first point of service and has two points of exit for staff safety.

There are a couple of book carousels and some wall shelving featuring new titles. It is easy to find the Children's Area, Teen Zone and Restrooms from clear signage.

The main stairway connecting the ground floor to the Adult Area is visible from the front entrance. The stairway is in very poor condition with treads



Building Overview

Area: 35,016 SF
(per 2017 Appraisal Report)

Stories: 2

Construction Type: Type II



Corner of North Coast Highway and Pier View Way



Corner of North Coast Highway and Civic Center Drive



Corner of North Coast Highway and Pier View Way



A

Appendix A

Operational Recommendations

The following operational recommendations are based on the insights from Community Engagement and the Environmental Scan. The recommendations are organized by category. The categories are:

- Community Engagement and Outreach
- Community Arts and Programming
- Accessibility and Inclusivity
- Infrastructure, Technology, and Services
- Program Development and Strategic Management



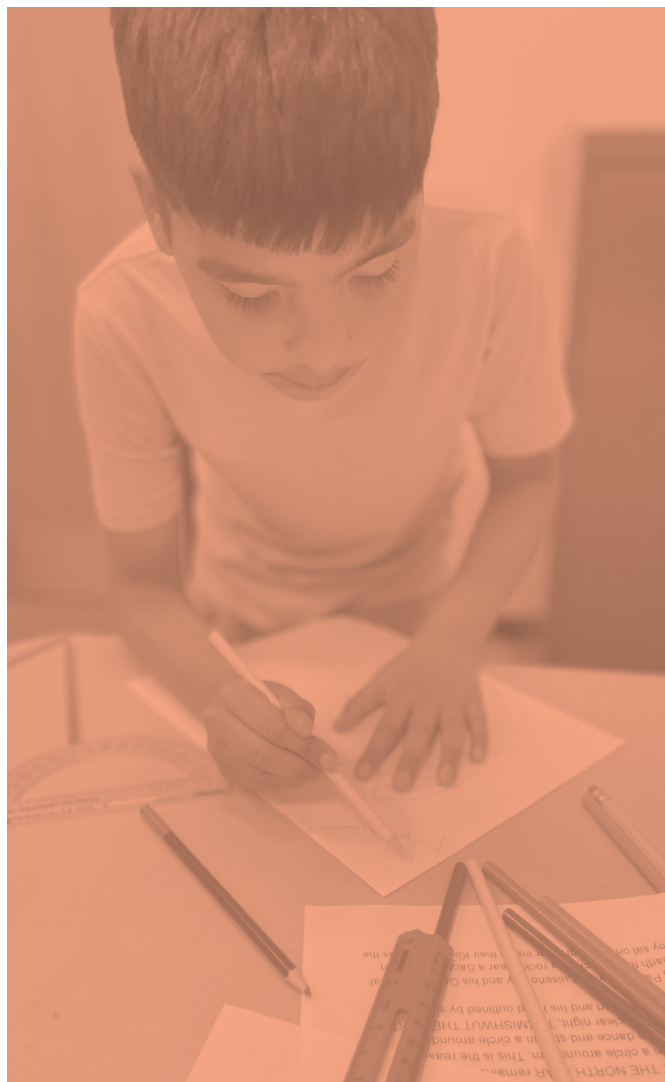
Community Engagement and Outreach

- **Enhance Public Awareness and Image:** Implement targeted marketing campaigns, address misconceptions, and promote the Library as a modern hub.
- **Strengthen Partnerships:** Forge partnerships with local organizations and schools, and utilize these for collaborative programs.
- **Engage in Continuous Community Dialogue:** Maintain an ongoing conversation with the community, and use feedback to gauge changing needs.
- **Improve Communication:** Employ various channels to reach different populations, and engage non-users in underserved areas.
- **Increase Strategic Marketing Efforts:** Improve communication strategies, using social media and community events, and target marketing to reach demographic groups, collaborating with schools and businesses.
- **Expand with Community Engagement Efforts:** Increase awareness of library services, engaging with local schools and organizations.



Community Arts and Programming

- **Community Art Projects and Collaborations:** Develop community art projects, collaborating with local artists and organizations.
- **Art Workshops and Educational Programs:** Organize workshops focusing on various art forms for all age groups.
- **Cultural Events and Art Exhibitions:** Host art exhibitions, combining them with cultural events such as art walks and talks.
- **Change Department Name to Library & Cultural Arts:** Reflect expanded focus on arts alongside traditional library services.
- **Partnerships with Cultural Institutions and Artists:** Establish partnerships to create a network that supports and promotes art.



RECOMMENDATIONS		ROM Cost
MISSION BRANCH		
Priority 1	- Reconfigure the Children's Area to incorporate the Early Learning Hub. - Provide a smaller service desk in main lobby to make way for more marketplace book display setting, to allow browsing the new and popular collection in a store-like atmosphere. - Refresh the Teen Zone so it can strongly identify as a space just for teens to convene, study and hang-out; a place separate from the younger age groups. - Refresh the Community Room interior finishes.	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION)	\$54,385.50
	Total	\$193,835.50
Priority 2	- Develop wayfinding signage package. - Consider different ways to acoustically isolate or buffer one area from another, e.g., enclosed Teen Zone, acoustical clouds, walls. - Provide more natural light along exterior wall. - Provide more natural light to space with skylights, Solatubes, and clerestories. - Replace front walls of study rooms with more transparent wall for better visibility in and out of the rooms. Provide different types or amounts of seating to promote collaboration or solitary studying. - Replace general lighting. General lighting is deficient and lit like an open commercial space; needs more foot-candles variety and layers of light to suit the activity for service points, circulation, reading areas, collections, table tasks, etc. - Reorganize and reconfigure staff areas for workspaces, storage, meeting spaces, offices, and breakroom. - Add more enclosed study rooms in various configurations. - Provide code-compliant maneuvering clearances at restroom entry doors; convert to multi-stall, gender-neutral, code-compliant restrooms with upgrade to finishes, fixtures, and lighting.	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION)	\$751,998.00
	Total	\$2,680,198.00
Priority 3	When adjacent City-owned space (OPD Building) becomes vacant, consider a significant size increase of this facility to better serve what is considered the largest segment of the Oceanside community.	
	Mark-Up: General Condition/General Reqt.+Bonds & Insurances+Contractor's OPF+Design Contingency (EXCLUDING ESCALATION)	\$6,173,739.00
	Total	\$22,003,839.00



Question 6: Do you currently use Oceanside Public Library?

Single Selection

Answered – 343 | Skipped - 5

Option	Times Selected
Yes	307
No	36

Question 6 Findings

The majority of respondents (307) indicated that they currently use the Library. A smaller number of respondents (36) reported not currently using the Library.

Question 7: Why do you use Oceanside Public Library?

Multiple Selection

Answered – 304 | Skipped - 44

Option	Times Selected
It has books and other library materials.	260
It offers programs and events.	165
It has friendly staff.	161
It has space for work and enjoyment.	86
To visit the Friends Bookstore	82
It has computers or Wi-Fi.	63
Other Answers	45

Civic Center Library

Figure 6 and Table 9 below show the 5-minute and 10-minute drive-time area for Civic Center Library and provide demographics information for each of those areas and the City overall.

The drive-time analysis for the Civic Center Library reveals differences in population distribution based on proximity to the Library. Within a 5-minute drive, there are 20,980 people. Extending the radius to a 10-minute drive, the population increases to 87,865, reflecting the Library's broader reach. For context, the total population of Oceanside City is 174,615, so the Library's immediate vicinity houses only a fraction of the City's residents.



Figure 6 – Civic Center Drive-Time Area

Drivetime Analysis - Civic Center Library

	City	5 Minutes	10 Minutes
Total Population	174,615	20,980	87,865
Median Age	37.4	34.6	34.9
Average Household Size	2.8	2.28	2.43
Median Household Income	\$84,372	\$63,527	\$76,764
Households Below Poverty Level	8.38%	12.6%	11.13%

Table 9 – Civic Center Drive-time Analysis Metrics

The median age metrics show that the areas closer to the Library have a younger population. The median ages within 5- and 10-minute drives are 34.6 and 34.9, respectively, compared to the City's median age of 37.4. This younger demographic might indicate different needs and interests for the Library's programs and services.

Households in the immediate vicinity of the Library are smaller on average, with 2.28 members within a 5-minute drive and 2.43 members within a 10-minute drive compared to an average of 2.8 for Oceanside as a whole. Additionally, median household income is noticeably lower closer to the Library, at \$63,527 for a 5-minute radius and \$76,764 for a 10-minute radius, against the City's median of \$84,372. The percentage of households below the poverty level is 12.67% within a 5-minute drive and 11.13% within a 10-minute drive, a marked increase compared to the City's overall rate of 8.38%. The differences in the socioeconomic data may again indicate different needs for services and collections than if only citywide data was explored.



Mission Branch Library

Figure 7 and Table 10 below show the 5-minute and 10-minute drive-time area for Mission Branch Library and provide demographics information for each of those areas and the City overall.

The total population within a 5-minute drive of the Mission Branch Library is 32,795, and it expands significantly to 132,838 within a 10-minute drive. Compared to the entire City of Oceanside, with a total population of 174,615, these figures suggest that the Library’s location reaches a substantial part of the community within just a 10-minute drive.



Figure 7 – Mission Branch Drive-time Area

Drivetime Analysis - Mission Branch Library			
	City	5 Minutes	10 Minutes
Total Population	174,615	32,795	132,838
Median Age	37.4	37.3	35.9
Average Household Size	2.8	2.73	2.77
Median Household Income	\$84,372	\$72,530	\$82,999
Households Below Poverty Level	8.38%	11.30%	9.38%

Table 10 – Mission Branch Drive-time Analysis Metrics

The extensive reach within a 10-minute drive, encompassing a significant portion of the City’s population, illustrates the Library’s central role within the community. Because of this reach, resources focused at Mission Branch Library are likely to serve the largest amount of Oceanside residents compared to other facilities.

The median age within the 5-minute radius, 37.3, is quite close to the City’s overall median age of 37.4; however, the median age drops to 35.9 within a 10-minute drive. This slight decrease in median age could reflect a mixed community with both older and younger populations residing around the Mission Branch Library.

The average household size around the Mission Branch Library is similar to the City average of 2.8. Within a 5-minute drive, it is slightly smaller at 2.73, and within a 10-minute drive, it is 2.77. Median household income is somewhat lower than the City’s median of \$84,372, at \$72,530 for the 5-minute radius and \$82,999 for the 10-minute radius. While there is some variation, these

figures indicate relative alignment with the overall City demographics.

The percentage of households below the poverty level near the Mission Branch Library is higher than the City average of 8.38%. Within a 5-minute drive, it is 11.30% and within a 10-minute drive, it is 9.38%. This suggests a slightly higher concentration of economically disadvantaged households in the vicinity of the Library.

John Landes Community Center Library

Figure 8 and Table 11 below show the 5-minute and 10-minute drive-time area for John Landes Library and provide demographics information for each of those areas and the City overall.

The John Landes Community Center Library is situated in a densely populated area, with 170,545 people within a 5-minute drive and an even more substantial total of 375,912 people within a 10-minute drive. This represents a significant population far exceeding the total population of the City itself; however, due to reciprocal borrowing agreements, it is important to consider the total surrounding populations when considering programming and facility decisions.

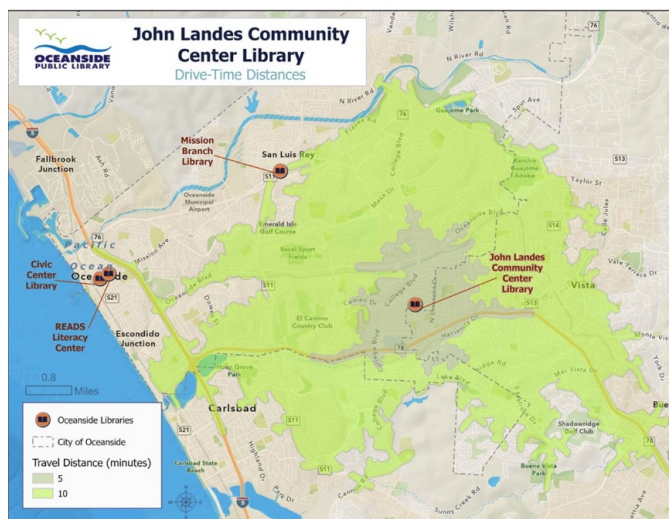


Figure 8 – John Landes Community Center Drive-Time Area

Drivetime Analysis - John Landes Community Center Library

	City	5 Minutes	10 Minutes
Total Population	174,615	170,545	375,912
Median Age	37.4	35.7	36.5
Average Household Size	2.8	2.83	2.8
Median Household Income	\$84,372	\$87,056	\$85,685
Households Below Poverty Level	8.38%	8.21%	9.16%

Table 11 – John Landes Community Center Drive-Time Analysis Metrics

Areas closer to the Library have a younger population. The median ages within 5- and 10-minute drives are 35.7 and 36.5, respectively, compared to the City's median age of 37.4. This younger demographic might indicate different needs and interests for the Library's programs and services.

Households in the immediate vicinity of the Library are smaller on average, with 2.83 members within a 5-minute drive and 2.8 members within a 10-minute drive, compared to an average of 2.8 for Oceanside as a whole. Additionally, median household income is greater closer to the Library, at \$87,056 for a 5-minute radius and \$85,685 for a 10-minute radius, against the City's median of \$84,372. The percentage of households below the poverty level is 8.21% within a 5-minute drive and 9.16% within a 10-minute drive, an increase compared to the city's overall rate of 8.38%. This could point to a need for specific support or services for residents in these areas.